

Subject: RE: HomeTown News
From: Miki Payne <Miki@hbdrollinger.com>
Date: 08/22/2016 02:33 PM
To: Donald Duckworth <duckworth.donald@gmail.com>

Good job.
How is REX?

Miki Payne
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From: Donald Duckworth [mailto:duckworth.donald@gmail.com]
Sent: Monday, August 22, 2016 2:20 PM
To: Les Watt
Cc: Miki Payne; Cynthia Rogers
Subject: Re: HomeTown News

I think that's the best long-term decision Les. Plus we get the articles. We are making friends and positively influencing people on behalf of the Farmers' Markets.

On Mon, Aug 22, 2016 at 1:58 PM, Les Watt <les@blacktievalet.com> wrote:
I'm OK with the 12 months. I just thought it would be smart to only commit for the 6 months with another 6 mo option. After all, it is in her best interest as well for the market to be a success. She is just being a typical negotiator; but that's OK. Les

From: Miki Payne [mailto:Miki@hbdrollinger.com]
Sent: Monday, August 22, 2016 10:54 AM
To: Les Watt; westchester.cfm@gmail.com; Donald Duckworth
Subject: RE: HomeTown News

Hi Gang,

If we go with the 6 month commitment the price is \$375 per month (\$25 more), but we still get our guaranteed spot, however, we don't get the "article" that comes with the 12-month commitment. I understand and respect our commitment to our budget...please let me know your thoughts.

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Miki Payne
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From: Miki Payne
Sent: Monday, August 15, 2016 3:44 PM
To: Les Watt; westchester.cfm@gmail.com; Donald Duckworth
Cc: HomeTown News
Subject: HomeTown News

Dear SWFM Team,

I spoke to Steph (copied here) and she said the price for a 12-year commitment for a ¼ page color ad is \$350.00 per month. She would keep us in the same place every month on the inside of the back page, if we understand that if someone wants to purchase the PREMIUM FULL-back page (rarely happens) she would move us to the same location, one more page in, for that month. I am not sure this is in our budget, but I think it would be good for branding. If we include the Wed market, perhaps it would be split?

As an aside, Steph said that if we do commit to the advertising for a year, she will come to next Sunday's market and take pics of the actual vendors and do a nice spread on the Sunday Market and Vendors/Petting Zoo, etc.

M

Miki Payne
Operations Manager

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